

RJ REYNOLDS

TOBACCO COMPANY

COPY

March 20, 1998

RJR Account #332880

Mr. D. Ginsburg
KEY STORES

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3146

SALEM TEAR TAPE PROMOTION #800438: APRIL - JUNE

Dear David:

SALEM .30¢ Tear Tape product has been ordered, as well as 3 SKUs of 40-Pack Displays (Item #541964 @ 1/SKU) to pack and ship the above promotion to your participating retail accounts as identified on the attached Customer List. Displays should be maintained by retailer for future Salem .30¢ Tear Tape promotional shipments (see enclosed Retailer Letter). This product is being shipped @ .30¢ off-invoice.

Display Detail / Item #541964

<u>SKU CUBE:</u>	0.5020
<u>SKU WT (w/o Product):</u>	1.1350 lbs
<u>Retail Sales Offers per Sku:</u>	40 units
<u>Billing per Sku:</u>	4 Full Price Cartons

SUFFICIENT PRODUCT HAS BEEN PROVIDED TO SHIP THIS PROMOTION OVER A 3-MONTH DISTRIBUTION PERIOD TO YOUR RETAILERS ON THE ATTACHED CUSTOMER LIST. NO ADDITIONAL PRODUCT WILL BE SHIPPED FOR THIS PROMOTION. SHIP NUMBER OF CARTONS PER BRAND STYLE AS INDICATED ON THE ATTACHED CUSTOMER LISTS ON THE DESIGNATED SHIP DATES.

RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$28.00 (2 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

PARTNERS 'BONUS' REPORTING DESCRIPTION	'SAL 98 .30/1 PK'
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As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: 162208
Enc. Retailer Letter
Retail Customer List

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

**APRIL / MAY / JUNE DISTRIBUTION
SALEM TEAR TAPE
KEY STORES**

RETAIL DISTRIBUTION DATES
(REFER TO ATTACHED CUSTOMER LISTS)

APRIL DISTRIBUTION **4/13/98 (PRODUCT AND DISPLAY)**
MAY DISTRIBUTION **5/4/98 (PRODUCT ONLY)**
JUNE DISTRIBUTION **6/8/98 (PRODUCT ONLY)**

PROMOTION DESCRIPTION: EACH DISPLAY CONTAINS 40 .30¢ OFF PER PACK OFFERS (4 CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT REQUIRED, AS INDICATED ON THE ATTACHED CUSTOMER LIST.

**RETAILER NEEDS TO MAINTAIN SALEM 40-PACK DISPLAY FOR FUTURE DISTRIBUTIONS
(INCLUDE A COPY OF THE ENCLOSED 'RETAILER LETTER'
IN EACH DISPLAY SHIPPED TO RETAIL)**

<u>UPC Code</u>	<u>SALEM BRAND STYLE</u>	<u>#/ (6M) Cases @ .30¢ Off</u>
12300-24194	Full Flavor	<u>1</u>
12300-24196	Light	<u>1</u>
12300-24195	Full Flavor 100	<u>1</u>
12300-24197	Light 100	<u>1</u>

Product / Premium Arrival: **April 6, 1998**

Ship Date to Retail: **Week of: April 13, 1998**

EFT \$ Amount: **\$1,182.99**

51845 9664

BPEN5BB2

WORKPLAN VAP TEMPLATE LISTING

PAGE: 1
DATE: 95-03-01
TIME: 08:44 AM

WHOLESALER : 332880 KEY STORES CO., INC. <DIRECT>
TEMPLATE : 800438 80400 SAL 98 .30/1 NO
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	LT		LT		TOTAL	CHAIN-ID	SUPPLIER
								M85	M100	M85	M100			
162208	162229	184495	COUNTRY PEDDLER	MAIN STREET	LAKE HARMON	PA	18624	2	2	2	2	8		
162208	162220	185163	MALS SMOKE SHOP	247 S MAIN ST	WILKES BARR	PA	18701	1	1	1	1	4		
162208		777561	KWIK N E-Z CONV MKT	39 PITTSTON AVE	PITTSTON	PA	18640	1	1	1	1	4		

PAGE BREAK TOTAL ACCOUNTS 3 TOTAL QUANTITY 4 4 4 4 16

TEMPLATE TOTAL ACCOUNTS 3 TOTAL QUANTITY 4 4 4 4 16

APRIL DISTRIBUTION
4/13/98

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BPENSBB2

WORKPLAN VAF TEMPLATE LISTING

PAGE: 7
DATE: 96-03-03
TIME: 08:44 AM

WHOLESALER : 332880 KEY STORES CO., INC. <DIRECT>
TEMPLATE : 800438 80400 SAL 98 .30/1 NO
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85	M100	LT	LT	CHAIN-ID	SUPPLIER
								QTY	QTY	QTY	QTY		
162208	162229	184495	COUNTRY PEDDLER	MAIN STREET	LAKE HARMON	PA	18624	2	2	2	2	8	
162208	162220	185163	MALS SMOKE SHOP	247 S MAIN ST	WILKES BARR	PA	18701	1	1	1	1	4	
162208		777561	KWIK N E-2 CONV MKT	39 PITTSTON AVE	PITTSTON	PA	18640	1	1	1	1	4	

PAGE BREAK TOTAL ACCOUNTS 3 TOTAL QUANTITY 4 4 4 4 16

TEMPLATE TOTAL ACCOUNTS 3 TOTAL QUANTITY 4 4 4 4 16

MAY DISTRIBUTION
5/4/98

51845 9666

BPENSBB2

WORKPLAN VAF TEMPLATE LISTING

PAGE: 7
DATE: 98-03-03
TIME: 08:44 AM

WHOLESALER : 332880 KEY STORES CO., INC. <DIRECT>
TEMPLATE : 800438 80400 SAL 98 .30/1 NO
SALES LEVEL : 16XXXX

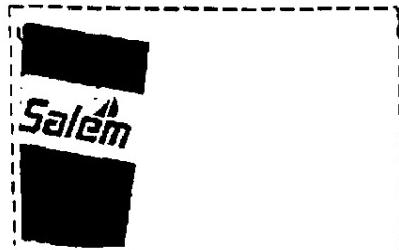
TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85	M100	LT	LT	TOTAL	CHAIN-ID	SUPPLIER
								QTY	QTY	M85	M100			
162208	162229	184495	COUNTRY PEDDLER	MAIN STREET	LAKE HARMON	PA	18624	2	2	2	2	6		
162208	162220	185163	MAIS SMOKE SHOP	247 S MAIN ST	WILKES BARR	PA	18701	1	1	1	1	4		
162208		777561	KWIK N E-Z CONV MKT	39 PITTSTON AVE	PITTSTON	PA	18640	1	1	1	1	4		

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TEMPLATE TOTAL ACCOUNTS 3 TOTAL QUANTITY 4 4 4 4 16

JUNE DISTRIBUTION
6/8/98

51845 9667



To All RJR Retail Partners

RETAILER LETTER

SALEM .30¢ OFF / PACK

\$3.00 OFF / CARTON

- THE 40-PACK DISPLAY BEING SHIPPED TO YOU FROM YOUR WHOLESALER FOR SALEM PROMOTED PRODUCT IS TO BE MAINTAINED FOR USE WITH FUTURE SALEM PROMOTIONS THROUGHOUT 1998.
- YOUR WHOLESALER WILL SHIP .30¢ OFF/ PACK AND \$3.00 OFF/ CARTON PROMOTED PRODUCT WHICH IS TO BE PLACED INTO THE 40-PACK DISPLAY.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS.

IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.

ROU #1610

51845 9668